

Fermented Food & Beverages Market Size, Share & Trend Analysis Report By Product (Fermented Foods, Fermented Drinks), By Distribution Channel (Supermarkets & Hypermarkets, Convenience Stores), By Region, And Segment Forecasts, 2026 - 2033

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Abstracts

The global fermented food & beverages market size was valued at USD 35.2 billion in 2025 and is expected to grow from USD 36.6 billion in 2026 to USD 53.3 billion by 2033, at a CAGR of 5.5% from 2026 to 2033. Asia Pacific dominated the market, accounting for the largest revenue share of 34.1% in 2025. The market is primarily driven by growing consumer awareness of the health benefits associated with probiotics and gut health.

Rising demand for natural, functional, and minimally processed foods is further boosting market growth. Additionally, increasing interest in traditional fermented products and clean-label beverages is supporting their adoption worldwide. The changing lifestyles and increasing disposable incomes are encouraging consumers to explore convenient and premium fermented products. Product innovation, including new flavors, formats, and ready-to-consume options, is expanding their appeal across different consumer groups. The growing availability of these products through supermarkets, specialty stores, and online platforms is also strengthening market penetration. For instance, Remedy Kombucha entered Asda in May 2024, making it the first kombucha brand available across all five major UK supermarkets, including Tesco, Sainsbury's, Morrisons, Asda, and Waitrose.

Global Fermented Food & Beverages Market Report Segmentation

This report forecasts revenue growth at the global, regional and country levels and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the global fermented food & beverages market report on the basis of product, distribution channel, and region.

Product Outlook (Revenue, USD Billion, 2021 - 2033)

Fermented Foods

Fermented Drinks

Kombucha

Kefir

Fermented Tea

Others

Distribution Channel Outlook (Revenue, USD Billion, 2021 - 2033)

Supermarkets & Hypermarkets

Convenience Stores

Specialty Stores

Online

Regional Outlook (Revenue, USD Billion, 2021 - 2033)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Asia Pacific

China

Japan

India

Australia & New Zealand

South Korea

Central & South America

Brazil

Middle East & Africa

South Africa

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